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ITAM MasterClass Part 9

How to Earn an Easy Win with SaaS Management

Ian Cahall & Christine Morris

September 29, 2026

Agenda

1. Welcome & Introduction
2. The State of SaaS
3. Managing SaaS Licenses with ServiceNow SAM
4. How SaaS Fits Into Your ITAM Strategy
5. Next Steps + Q&A

Ondaro is the only pure play ServiceNow partner with fully certified resources across the platform



ITSM



ITOM



ITAM



HRSD



CRM



SPM



SECOPS



IRM



APP ENGINE

ENVISION

Business Transformation

Organizational Change Management

AI-Readiness

Platform Strategy & Governance

IMPLEMENT & DEVELOP

Platform Architecture & Engineering

Product Implementation

UX & UI Design

App Development

Data Management & Integrations

MANAGE & OPTIMIZE

Platform Operations

Enhancement Services

Product Management

Introductions



Ian Cahall

Associate Director, Principal Architect

Ondaro



Christine Morris

Vice President, Consulting

Ondaro

Join the Conversation: Using Teams

Turn on Video

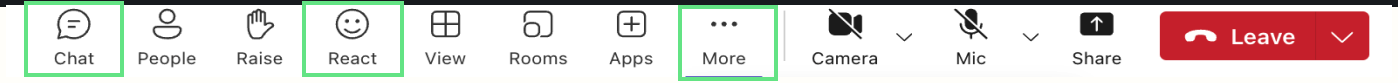
Let's get interactive and enjoy ourselves!

Unmute – Click the microphone icon to unmute and participate

Chat – Message everyone or just one person

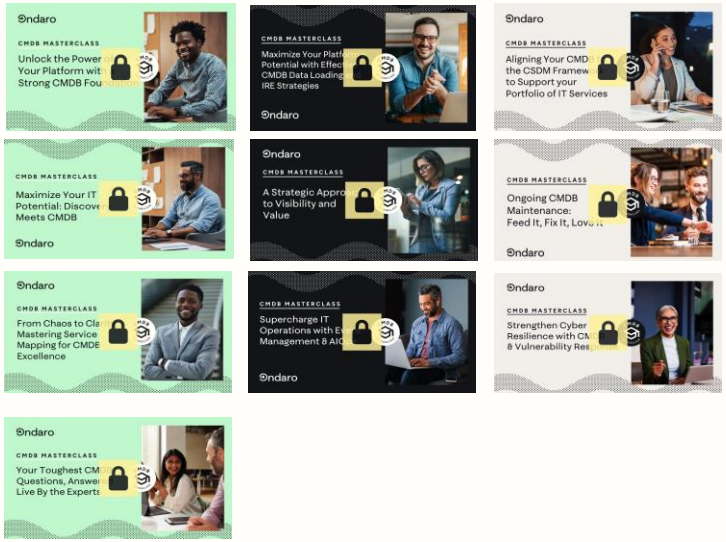
Get Help – Use Chat

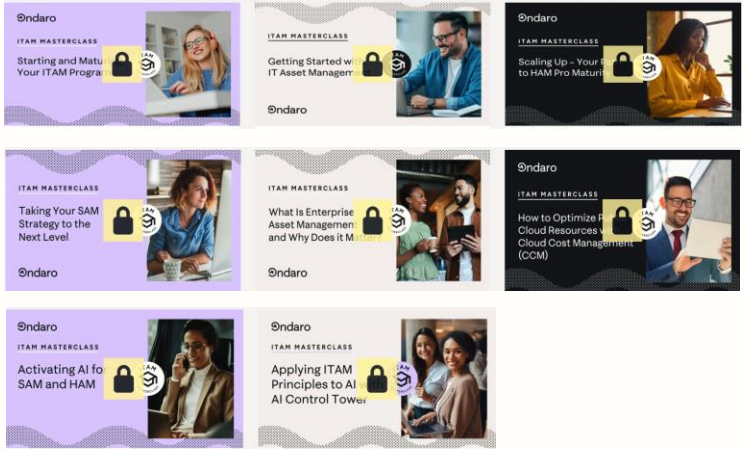
Show Captions - Click More, Language & speech, Show live captions

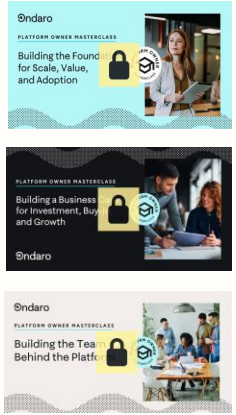


Catch up with our

MasterClass Series!







CMDB MASTERCLASS

ITAM MASTERCLASS

PLATFORM OWNER MASTERCLASS

Find recordings, resources & more!

AUDIENCE POLL

Are you able to prove and justify ITAM's ROI?

A. Yes, the ITAM module shows the real value of the platform well.

B. It's difficult sometimes but the organization understands the importance overall.

C. Not really but I'm trying.

D. I don't know where to start to prove the investment was worth it.

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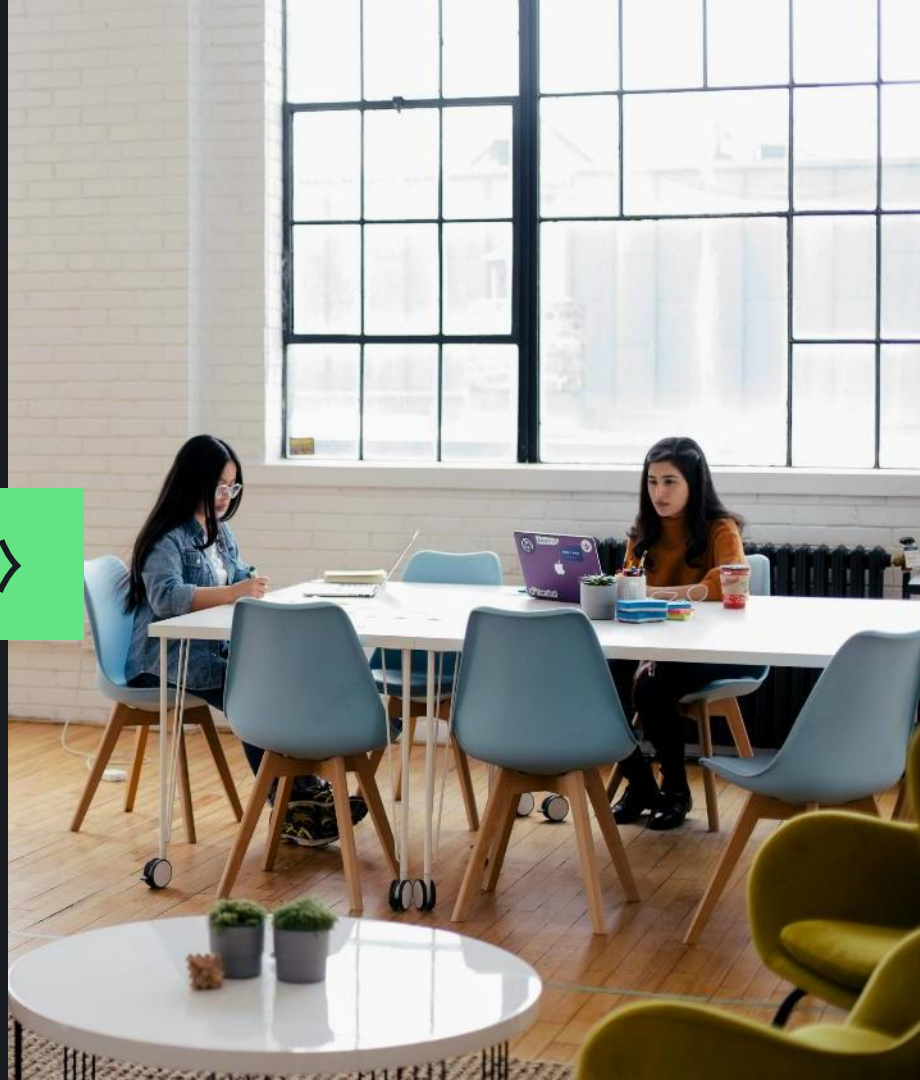
The State of SaaS

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What is SaaS?

SaaS is Software as a Service. Broadly speaking, SaaS is subscription-based, remote-hosted, and likely is accessed via a web browser. Because it doesn't live on our devices, measuring meaningful usage can be a challenge.

Not all SaaS Publishers operate the same, though. Some offer robust APIs to interface and automate with. Others are more restrictive. Some are more "hybrid" than just SaaS or On Premises, like Microsoft or Adobe. Developing a strategy that fits your organization is important!





"Many organizations can cut spending on software by as much as 30% ..."

- *Gartner*

Reasons for Wasted SaaS Spend

Fragmented Visibility



- Each SaaS Publisher has their own dashboard/console.
- Each SaaS Product has different business ownership.
- SaaS Product overlap can be hard to quantify in silos.

Challenging Subscription Models



- User subscriptions, device subscriptions, instance subscriptions, etc.
- What qualifies as "useful" subscription usage?
- Overages and volume discounts aren't generally made clear on invoices.

Lack of Automation



- Manual reclamations are slow and sometimes circumvent business logic.
- Distribution and reclamation will frequently require multiple role-levels involvement.
- Contract extensions/renewals might be automated while review of them is not.

Refresher: What is ITAM?

The process of overseeing the full **lifecycle of Technology Assets and their associated costs** to support the reduction of wasted spend and maximization of investment efficiency. **SaaS Licenses** fall under our Software Asset Management program.

Ask yourself these questions:

- **Do we know what our annual SaaS spend is?**
- **Is it possible for us to save money or consolidate subscriptions?**
- **Who isn't using the subscriptions we're paying for?**



AUDIENCE POLL

Do you know how many SaaS subscriptions your company has in total?

A. Yes, I know the exact total, and we keep the info well organized.

B. I know the total for a few departments, somewhat organized.

C. I know what my department uses but I have no idea about others.

D. ...does my Netflix subscription count?

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Managing SaaS Licenses with

ServiceNow SAM Pro & Advanced

Available SaaS Integrations

- Microsoft 365
- Adobe Creative Cloud
- Aha!
- Box
- Cisco Webex
- Confluence Cloud
- CrowdStrike
- DocuSign
- Google Workspace
- GitHub
- Jira
- Salesforce
- SAP Ariba & S/4HANA Cloud
- Slack
- Zoom

...and More!

Configuring a SaaS Integration

... in Three Easy Steps!

1 Setup SaaS License Management

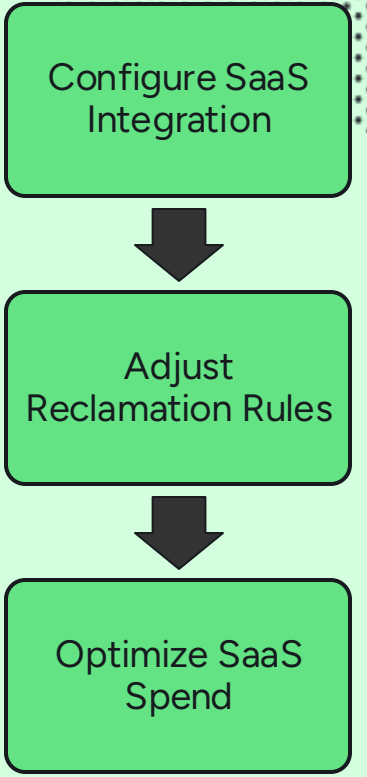
- If not already done, request **SAM Pro/Advanced (com.snc.samp)** on the ServiceNow Store and install it.
- Request **SaaS License Management (sn_sam_saas_int)** on the ServiceNow Store .
- Install the SaaS License Management application in **All > Admin Center > Application Manager**.

2 Setup Publisher App

- For publishers with available Direct SaaS Integrations, steps to setup your chosen SaaS app are in the **ServiceNow Docs** site.
- Most **Direct Integrations work with OAuth**, so simple credentials are all that's needed.
- **Publisher/App Admin-level Access** is generally required for integration setup.

3 Build Direct Integration Profile

- In the Software Asset Workspace, go to **License Operations > Direct Integration Profiles > New**.
- Select your publisher and walk through the guided steps.
- Initiate a connection and validate data flow.
- Review software models created and confirm usage.



SaaS Reclamation Rules

With the available SaaS Direct Integrations, Reclamation Rules come prebuilt and get activated when the integration does.

These Reclamation Rules should be reviewed and adjusted to meet your organizational goals.

Reclamation Rules will automatically identify low subscription usage and begin creating Removal Candidates, which can then interface with the SaaS Provider to reclaim the subscription.

Integrating with Your SSO Provider



Microsoft Entra ID



okta

- ✓ Your SaaS products likely sit behind your organization's SSO tool of choice.
- ✓ Your organization's SSO tool is tracking when members of your team access those SaaS products.
- ✓ ServiceNow SaaS License Management can use an SSO Integration to both gain visibility to this information and orchestrate group membership.

Building a Custom SaaS Integration

If ServiceNow SAM doesn't have an available SaaS Direct Integration, that doesn't mean you can't integrate with your key SaaS Providers.

And while "custom" is sometimes treated as a bad word in the ServiceNow world, Custom SaaS Integrations are a supported SAM Feature!

Just remember: Not all SaaS platforms were created equal – some might not have workable APIs.

- Research your SaaS Publisher
- Define your Scope
- Configure your SaaS API
- Create a Custom SaaS Integration Profile

Digitizing your SaaS Contracts & Entitlements

Both can be imported via a template in ServiceNow!

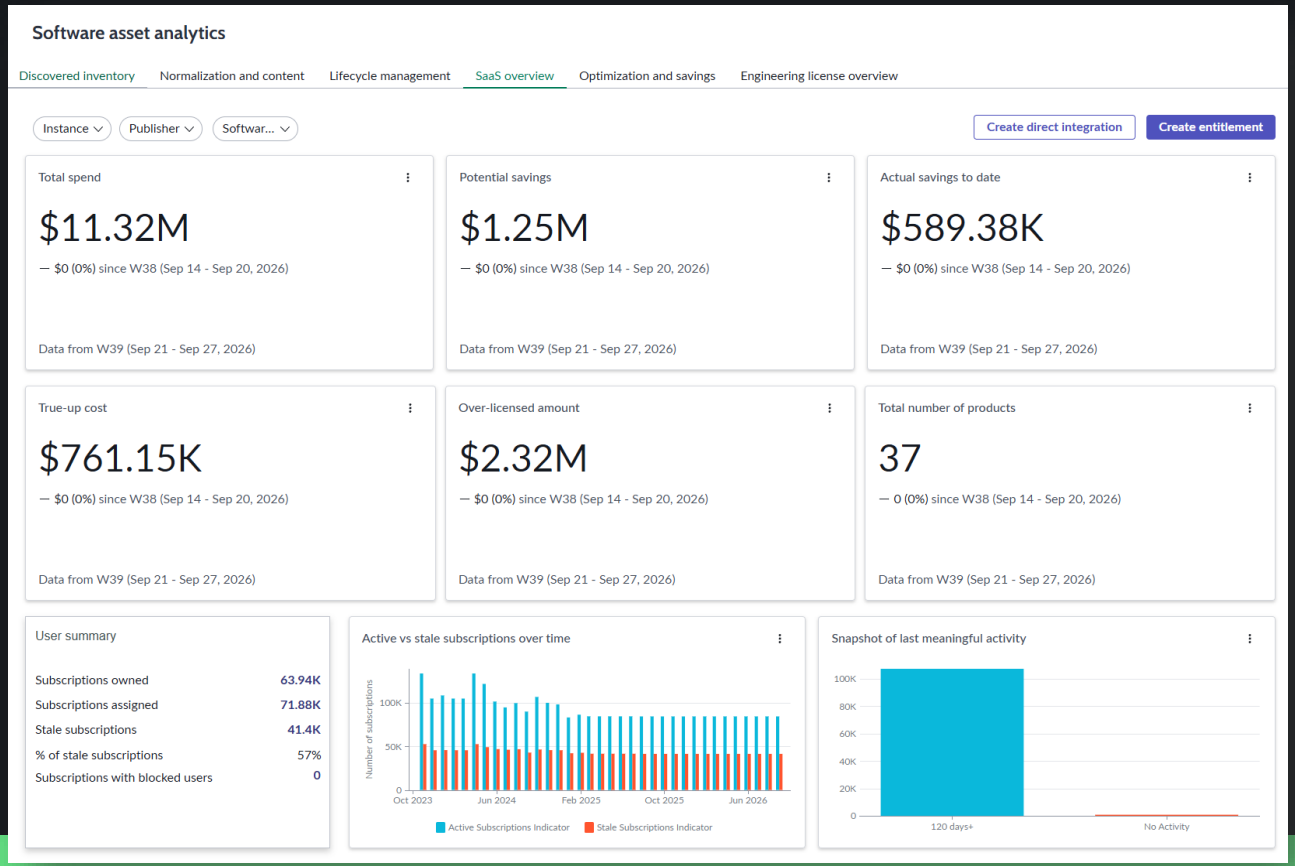
Contracts

- Contracts act as the governing record for your Software Entitlements.
- Contracts help establish your start and end date for your SaaS subscriptions.
- Important ownership elements like Terms & Conditions, EULAs, and who within the organization is responsible for them live here.

Entitlements

- Entitlements establish what your organization owns from a SaaS subscription perspective.
- Entitlements set the costs, number of subscriptions, and how their usage gets measured.
- Subscription compliance and optimization are driven by your entitlements.

SaaS Analytics



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How SaaS Fits Into Your ITAM Strategy

AUDIENCE POLL

If you were to implement SaaS license management, would you know where to start?

A. Yes, I was already in the middle of it and this session solidified my plan.

B. I have a strong idea and feel confident now thanks to this webinar.

C. No...well...maybe...not sure.

D. I might have to contact Ondaro for guidance.

ServiceNow Licensing

Computers	Servers	SaaS Users
4:1	1:1	15:1

ServiceNow ITAM Licensing operates on "Subscription Units."

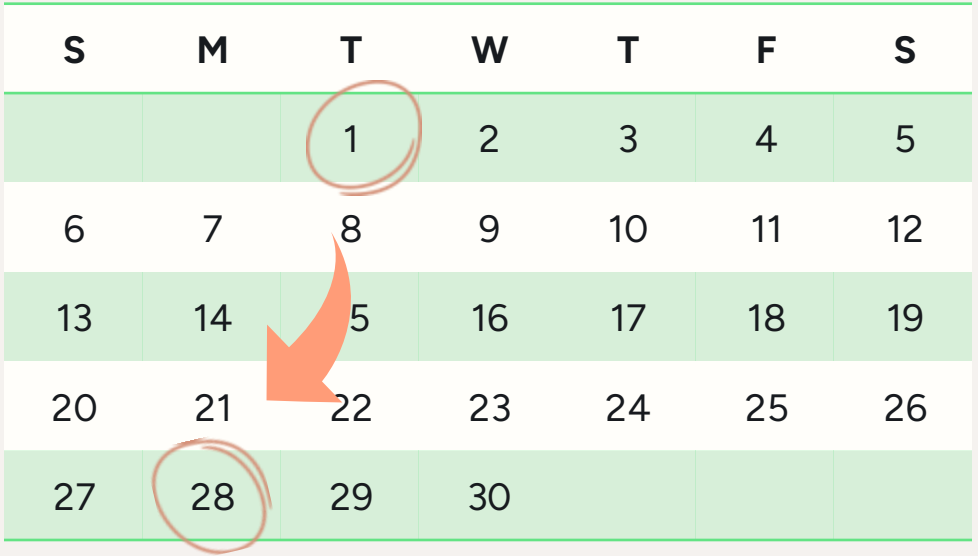
Subscription Units are measured by a ratio of managed resources.

SaaS Users are the most-effective resource to manage, making SaaS License Management one of the most efficient ways to get started producing Return on Investment!

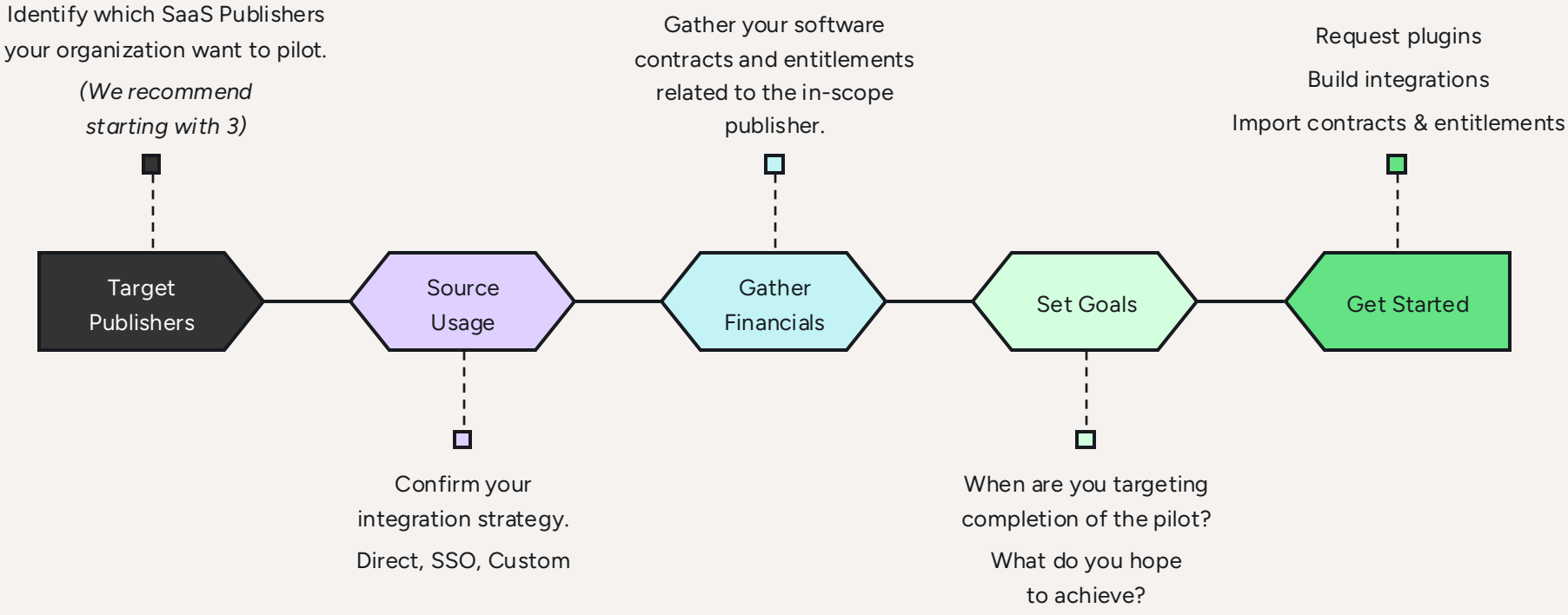
Speed to Value

Many customers report showing SaaS License cost optimizations in as little as a month from when they get started.

Speed to Value for SaaS License Management is reliant on organizational cooperation, though – which is why a pilot plan is important!



Build a SaaS Pilot

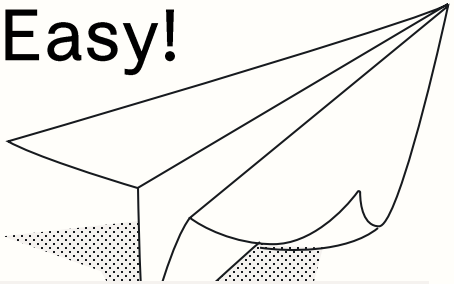


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Next Steps:

Getting Started Is Easy!

We can help you earn a quick win and show ROI with SaaS management.



Want to go even faster? We can help you execute your pilot!

SaaS PILOT

Build a roadmap for your ITAM to see where to get value fast.

ROADMAPPING SERVICES

Stop managing your managed services, and start unlocking real results from the platform.

ONDARO PROPEL

Tell us what ITAM topics you want to learn more about!

Look for a survey following this session!



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Questions?

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Questions?

Email: inbound@ondarowave.com

Thank you!